



JAMES A. NOYES, Director

# COUNTY OF LOS ANGELES

## DEPARTMENT OF PUBLIC WORKS

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May 8, 2003

IN REPLY PLEASE

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TO: Each Supervisor

FROM: James A. Noyes  
Director of Public Works

### **BOARD AGENDA MEETING APRIL 8, 2003, SYNOPSIS 62 PUBLIC SERVICE ANNOUNCEMENT PROGRAM GUIDELINES**

For the April 8, 2003, meeting of the Board of Supervisors, Supervisor Don Knabe submitted a motion (copy attached) to install Safe Surrender Public Service Announcement (PSA) posters at all available unincorporated area advertising bus stop shelters to enhance public awareness about the Safe Surrender Program. This motion requested that Public Works develop a cost estimate and recommendations for a funding source for implementing this PSA campaign and an analysis of the County's PSA policy. We consulted with County Counsel in the preparation of this report.

#### **ADVERTISING BUS STOP SHELTER PSA PROGRAM**

On March 15, 1983, the Board of Supervisors approved a program to install advertising bus stop shelters in unincorporated County areas. On June 19, 1990, the County entered into Agreement No. 63885 with Metro Display Advertising to install up to 280 bus stop shelters with two advertising panels per shelter that allow for the placement of commercial advertisement to generate revenue. Since then, Metro Display Advertising has merged with and is now doing business as Clear Channel Outdoor, Inc. (Clear Channel). The County amended the agreement on October 19, 1999. Under this amended agreement, Clear Channel has the license to furnish, install, and maintain up to 875 advertising bus stop shelters in the unincorporated County areas. There are currently 434 advertising bus stop shelters installed. The attached table shows the distribution of these shelters throughout the County.

Clear Channel is responsible for the construction, maintenance, and upkeep of the advertising bus stop shelters. Clear Channel is also contractually obligated to pay the County a portion of the revenue received by Clear Channel from advertising placed on

the bus stop shelters. The annual minimum payment to the County is \$100,000, and all proceeds are placed into the Road fund for the benefit/improvement of County roads because the bus stop shelters are within the road right of way.

The agreement requires Clear Channel "to provide one panel per shelter for a period of one month each year for public service announcements." At bus stop shelters that Clear Channel considers prime advertising locations, Clear Channel strictly follows this requirement and only allows the County to place a PSA for one month each year. At nonprime shelter locations, Clear Channel has allowed PSAs to be placed for more than one month in a shelter as long as the ratio of one panel per shelter for one month per year is maintained with respect to all advertising bus stop shelters. Prime advertising locations are locations with high traffic volume and high ridership that generate the most advertising revenue. The attached table shows the number of prime advertising locations that Clear Channel has identified in each District.

In the past, the County has used Clear Channel to design and print PSAs. The County has reimbursed Clear Channel for these costs. Clear Channel installs the PSAs at advertising bus stop shelters at no cost to the County.

#### NONADVERTISING BUS STOP SHELTERS NOT SUBJECT TO THE CLEAR CHANNEL AGREEMENT

Public Works has installed nonadvertising bus stop shelters at several bus stops throughout the unincorporated areas. These shelters are not subject to the Clear Channel agreement, and those with panels are available for PSAs. Twenty of these shelters have panels, and an additional 153 are expected to be installed by July 1, 2003. The ongoing cost for the maintenance of nonadvertising bus stop shelters is financed from each Supervisor's allocation of Proposition A Local Return Transit funds. The attached table also shows how many nonadvertising bus stop shelters are in or will be in each Supervisorial District by July 1, 2003.

#### COST ESTIMATE FOR SAFE SURRENDER PSA CAMPAIGN

The cost to design and print the Safe Surrender posters is estimated to be \$100 per poster. These posters last at least six months, and could last well over a year if they are not in direct sunlight. There are currently 72 PSA panels available each month per the agreement with Clear Channel. During Fiscal Year 2003-04, Clear Channel has agreed to make additional panels available for the Safe Surrender PSA campaign, making a total of approximately 100 panels available for this program. An amendment to the agreement will be negotiated to clarify the exact number of additional panels and

the duration that they will be made available. Assuming that half the posters will have to be replaced after six months due to natural wear and tear, it will cost approximately \$15,000 to design and print posters for the Safe Surrender Program. This campaign is scheduled to last one year.

Safe Surrender PSAs may also be installed in the nonadvertising bus stop shelters at a cost of approximately \$110 per shelter. This amount does not include the \$100 cost of printing, nor the cost to remove the PSA of approximately \$110. Assuming that half the posters will have to be replaced after six months due to natural wear and tear, it will cost approximately \$170,000 to design, print, install, and remove the Safe Surrender Program posters at 346 panels available in the nonadvertising shelters in Fiscal Year 2003-04. This campaign would also be scheduled to last one year.

#### PROPOSED FUNDING SOURCE OF THE SAFE SURRENDER PSA CAMPAIGN

Proposition A Local Return Transit funds can only be spent on transit-related projects and expenses. For example, such funds could be used to cover the cost to design and print transit-related PSAs that promote fixed route shuttles, Dial-A-Ride services, or other transit services in the community. The Safe Surrender PSA is not transit-related and, thus, Proposition A Local Return Transportation funds cannot be used. We have reviewed other funding sources available to Public Works, and the only funding available for the PSA program are general funds. Public Works receives few general funds, and all are already committed in Public Works' proposed budget for Fiscal Year 2003-04. As a result, a funding source outside of Public Works' funds would need to be identified to finance any of the costs associated with this PSA program.

#### GENERAL PSA GUIDELINES

The attached table indicates how many PSA panels in both advertising and nonadvertising bus stop shelters are available within each District. If funding is secured and the Board authorizes Public Works to proceed with the Safe Surrender PSA program, the panels used for the Safe Surrender PSA will be unavailable for other PSAs for one year. If not all of the panels available for PSAs are used for the Safe Surrender PSA program, then other PSAs could also be placed in the bus stop shelters. Upon request from a specific Board office, Public Works will coordinate the installation of PSAs at any of the available PSA panels in that District. Clear Channel would install and remove PSAs at advertising bus stop shelters at no cost to the County. Funding for the cost of installing and removing PSAs at nonadvertising bus shelters and funding for the design and printing of all PSAs would have to be identified by the Board office or the sponsoring organization. All requests Public Works receives regarding PSAs will be

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coordinated with the appropriate Board offices. Upon approval, Public Works will assist in the installation of the PSAs at the locations agreed upon for the specific amount of time.

#### IMPLEMENTATION OF STRATEGIC PLAN GOALS

Adopting the Safe Surrender PSA campaign will meet the County's Strategic Plan Goals of Service Excellence and improving Children and Families' Well-Being as it will enhance public awareness of the Safe Surrender Program by installing Safe Surrender PSA posters at all available unincorporated area advertising bus stop shelters. Increased awareness of the Safe Surrender Program will improve the safety and survival for newborn infants.

Adopting the PSA guideline will meet the County Strategic Plan Goals of Organizational Effectiveness and improving Community Services as it implements a specific procedure for approving future PSA campaigns, which can be used to enhance the community's awareness of services available to them.

If you have any questions regarding either the advertising or nonadvertising bus stop shelter programs, please contact me or your staff may contact Patrick V. DeChellis at (626) 458-3900. If your staff has any questions regarding the PSA program, please contact Menerva Ariki at (626) 458-4093.

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Attach.

cc: Supervisor Gloria Molina (Nicole Englund, Carrie Sutkin)  
Supervisor Yvonne Brathwaite Burke (Mike Bohlke, Chuck Bookhammer)  
Supervisor Zev Yaroslavsky (Samantha Bricker, Maria Chong-Castillo)  
Supervisor Don Knabe (Ray Harris, Curt Pedersen)  
Supervisor Michael D. Antonovich (Rosa Fuquay, Paul Novak)  
Chief Administrative Office  
County Counsel (Dave Michaelson)  
Executive Office

## BUS STOP SHELTERS BY SUPERVISORIAL DISTRICT

DISTRICT	NUMBER OF BUS STOPS	ADVERTISING SHELTERS INSTALLED	PSA PANELS AVAILABLE PER MONTH AT ADVERTISING SHELTERS	PRIME ADVERTISING LOCATIONS	NONADVERTISING SHELTERS INSTALLED	NONADVERTISING SHELTERS TO BE INSTALLED BY JUNE 30, 2003	PSA PANELS AVAILABLE AT NONADVERTISING SHELTERS
1	696	163	27	22	18	50	128
2	427	92	15	17	4	100	208
3	15	12	2	12	0	0	0
4	183	74	12	9	0	0	0
5	464	93	16	64	3	3	10
TOTAL	1,785	434	72	124	25	153	346